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2617

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Date: 19 September 2005

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

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|--------------|-------------------|---|--------------------|------------|
| Conf. No.: | 3450 | : | Group Art Unit: | 2617 |
| Appln. No.: | 09/658,204 | : | Examiner: | Usha Raman |
| Filing Date: | 08 September 2000 | : | Att'y. Docket No.: | T723-00 |

Title: Targeted Advertising Through Electronic Program Guide

AMENDMENT

Responsive to the Office Action dated June 20, 2005, please amend the above-identified patent application, without prejudice, as follows: